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December 30, 1955

Mr. Allen W. Dulles
2132 E Street, N. W.
Washington, D. C.

Dear Mr. Dulles:

While browsing through the Army-Navy Club Library today, I came across a copy of "The Goebbels Diaries", and inside there was pasted a copy of your review of the book which appeared in an April, 1948 issue of the New York Times. Your comments were extremely well taken, and the review was excellent.

While still in college, I "discovered" Gustav Le Bon whose studies in mob psychology and influence on the mass mind are basic to any propagandist. That discovery led me to delve deeply into this problem, since I had intended to make radio broadcasting my career. I did so until 1941. In 1935, having watched Goebbels closely, read his writings in German papers and subscribed to the German Information Service publications, I created a radio program called [REDACTED] which, taking the American Bill of Rights as a basis, proceeded to smack hell out of Hitlerism-Fascism in what to me then was the best Goebbels style. That series won national attention

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[REDACTED] Later, in Germany, I went much more deeply into Goebbels, finally turned up the Diaries in question and used ten pre-war years of experience to good effect in Radio RIAS. I tell you these things, first, because you may be interested and, secondly, because I wish there were a dedicated "Goebbels" available to our side today.

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It always seemed to me that Goebbels' success was predicated on two facts:

- (1) First, his dedication to the cause of national socialism and his complete sympathy with it, and
- (2) Secondly, his utter devotion to Hitler personally.

Goebbels was the kind of complex character who would have been at home on Madison Avenue in other times and other circumstances. He was magnificently well informed, had an agile, active and inquiring brain, was utterly ruthless, vicious and ambitious. But in the field of knowing how to influence his people, he was without parallel. I recall one statement he made as early as 1927:

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"The Berliner will stand on his head for a cigarette".

How true that was in 1945!

In view of Mr. Krushchev's violent reaction to President Eisenhower's Christmas message, I wish we could exploit that to the limit through every facility at our present command, some of which we have yet to employ.

Very best regards to you in the New Year and all best wishes for your good health and continued splendid service.

Sincerely,



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